

STORE OPENS 8:30, CLOSES 6

# GIMBELS—"The Christmas Store of a Million Gifts"

## Shop Early

"The Watchword of the Hour."



**W**ONDERFUL days at GIMBELS. The store presents a series of magnificent spectacles.

GIMBELS is doing a Holiday business that is without precedent.

More Than Six Million Dollars' Worth of New Goods to Select From.

GIMBELS was never more radiantly prepared to meet your Christmas requirements. Everything is whirling along smoothly at top speed.

GIMBELS—a most gratifying store in which to make your purchases.

Aisles are broad. Stocks are splendidly displayed and conveniently located.

The illumination is as glorious as sunshine! The ventilation is fine.

An exclusive rapid delivery motor service. A store service that is keyed up to keenest efficiency.

**The TOY STORE on the 4th Floor, and "SANTA CLAUS LAND" on the 8th Floor**

are centres of endless attractions for young and old. The GIMBEL TOY DISPLAYS are among the most complete in this country. Many of the Novelties are exclusive with us.

**The GIMBEL Night Telephone Service Is Always at Your Command**

Orders carefully taken, promptly filled and quickly delivered. Just telephone MADISON SQUARE 8200.

**Merchandise and Glove Certificates May Be Had from Any Salesperson**

These certificates are great favorites with many people, and we issue many thousands at this season of the year.

## "GIMBEL Fur Prices Are Unequalled in New York"

We have heard this comment many times, but more often since last Monday, when our Annual Christmas Fur Occasion started.

Tomorrow we shall present several new collections of Furs at prices which will undoubtedly bring the same comment, for we are thoroughly acquainted with New York prices, and we know that our Furs surpass any that have ever been presented at the following quotations:

### New Styles

Scarfs.	Muffs.
\$29.50, \$39.50.....Pointed Fox.....\$35, \$49.50	
\$15, \$27.50.....Natural Skunk.....\$19.50, \$32.50	
\$29.50.....Poirot Fox.....\$32.50	
\$25, \$35.....Red Fox.....\$25, \$57.50	
\$10, \$19.50.....Black Fox.....\$13.50, \$25	
\$10, \$15.....Hudson Seal.....\$15, \$22.50	
	(dyed muskrat)
\$12.50, \$25.....Natural Mink.....\$22.50, \$47.50	
\$10, \$15.....Moleskin.....\$17.50, \$29.50	
\$10, \$16.50.....Beaver.....\$18.50, \$32.50	
Cross Fox, \$47.50—\$67.50. Ermine, \$50 and \$75 Set.	

**Genuine Cape Horn Seal Skin Coats, \$225 and \$325**

This is one of the few genuine Seal skins that can be brought into this country. Although it is not as fine as Alaska Seal, it is a close second. These coats with collars, cuffs and borders of skunk, \$325; plain, \$225.

**Hudson Seal Coats, \$125 to \$295**

All of these Coats are of excellent qualities of sheared muskrat, and the prices are governed by the lengths and widths of the coats. One model, trimmed with skunk, is \$210. Another, with collar and border of beaver, is \$250.

40-inch length Hudson Seal Coats, with collars of skunk, \$145; with borders, collars and cuffs of taupe wolf, \$125.

Furriers Since 1842

GIMBELS—Third Floor

## New Neckwear for Gifts

**G**IFT-GIVING inspired the careful selection of the neckwear listed below:

### White Satin Neckwear

At \$2.75 to \$4.95—White satin collars with silver lace jabots.	At \$1.75 to \$5—White satin vests.
At \$2.50—White satin collar and cuff sets, embroidered in silver.	At 85c to \$2.50—White satin choker collars.
	At \$1 to \$2.50—White satin collars embroidered in silver.

**Crepe Georgette Neckwear, \$1.15 to \$4.95**  
Collar and Cuff Sets—at \$1.25 to \$4.95. Vests—at \$1.15 to \$5.95  
GIMBELS—Main Floor

## Important Christmas Sale \$5 Leather Goods

Regular Prices Range from \$7.50 to \$10.

At \$5 Regularly \$7.50

**Women's Pin Seal Bags**  
With fancy German silver frames.  
**Imported Vanity Bags**  
Pin seal and colored enamel.  
**Silk and Velvet Skating Bags**  
Tops ornamented with metal clips.  
**Men's Sole Leather Dressing Cases**  
With seven ebonized fittings, including two military brushes.

**Fitted Sewing Stands**  
Wicker and celluloid tops.  
**Wicker and Leather Sewing Baskets**  
Leather tops; padded silk linings.  
**Morocco Leather Motor Cases**  
Black and colors; French gilt fittings.  
**Silk Evening Bags**  
Various styles—one of a kind.  
**Fur Hand Bags**  
GIMBELS—Main Floor

## The Largest Collection of Handkerchiefs in New York

If you wish a plain handkerchief of fine Linen you may get it for as little as 12½ or 25c.

If you desire exquisitely hand-embroidered French Handkerchiefs, we have them at \$1 to \$30.

Real Lace Handkerchiefs may be selected at \$2.50 to \$18.

Initial Handkerchiefs for men, 12½c to \$1.25. For women, 12½ to 50c each.

Besides, we invite your attention to these

### Handkerchiefs at Special Prices

6 Women's Hand-Initial Embroidered Linen Handkerchiefs, \$1.50.  
Women's French Linen Handkerchiefs, hand-embroidered initials, \$1 dozen.  
Men's French Linen Handkerchiefs with elongated initials, six for \$1.50.  
GIMBELS—Main Floor

### Gloves to Give Women

\$1.50—"La Favorite" kidskin gloves in black, white and all desirable colors; stitched backs in self and contrasting colors.

\$1—White Lambskin gloves, pique sewn and each fastening with one white pearl button, heavy black stitching.

GIMBELS—Main Floor

### Women's Bath Robes, \$1.45 to \$14

ROBES of Terry cloth, blanket cloth, elderdown, corduroy, hand-quilted silk and hand-quilted satin.

**Kimonos and Negligees, \$1 to \$110**  
Cotton crepe, fleecedown flannel, albatross, French flannel, Florentine silks and satin, crepe de chine, chiffon and charmeuse.

**Dressing Sacques, \$1 to \$25**

Flanellette, blanket cloth, elderdown, albatross, crepe de chine, chiffon and French flannel.

**Silk and Satin Quilted Vests, \$1 to \$5.85**

GIMBELS—Second Floor

### Women's Gift Slippers

**ALTHOUGH** space prevents the mention of more than seven examples here, there is hardly a Christmas or other Slipper need that we are not prepared to fill.

**Women's Genuine "Comfy" Slippers, \$1.50**

Dainty and attractive, in all the wanted colors.

**Women's De Luxe "Comfy" Slippers, \$2**

Pretty designs; extra high grade felt; soft soles.

**Quilted Satin Julietts, \$3**

Turned soles; 1½-inch satin covered heel; various dainty colors and black.

**Women's Kid Boudoir Slippers, \$1.25 pr.**

Turned soles, low leather heels, heavy silk Pom Pom on vamp, all wanted colors.

**Women's Brocade Satin Mules, \$2.**

Bound with satin; lined satin felt in contrasting shades; leather soles; dainty and serviceable.

GIMBELS—Second Floor

### Men's Christmas Slippers

Men's "Well-Bred" Opera Slippers, Black Kidskin, Tan Russia Calf and Brown Seal. Strictly handsewn. None better made.

Men's Black Kid Cavalier \$3

Men's "Opera" Slippers in Tan Suede and Tan Russia \$3

House Boot.....\$3

Men's Tan Russia "Faust" Slippers.....\$3.50

Men's "Alligator" Slippers in Brown.....\$3

GIMBELS—Second Floor

## 325 Mahogany Electric Floor Lamps Under Price

**FORESIGHT** is the keynote of this remarkable sale of much wanted mahogany floor lamps. Months ago we began planning an occasion that would enable us to present at the most auspicious time of the year these desirable lamps—surely seasonable gifts. Woods became scarce and prices soared; but the lamps are here—all as we planned—ready for Monday's selling.

Extra Salespeople. Extra Floor Space.

<p><b>\$7.95</b></p> <p>Electric Floor Lamp, with standards of solid mahogany. Plain carved post, with ball centrepiece. Base is 12 inches in diameter, and is substantial. The lamp stands 60 inches high and has a 2-light electric cluster, with pull chain.</p>	<p><b>\$8.75</b></p> <p>Electric Floor Lamp, made of solid mahogany, white enamel, French gray or gold. The lamp stands 60 inches high and has a heavy fluted column with an Adam style terminal. The base is 12 inches in diameter. Fitted with 2 light cluster with pull chain.</p>	<p><b>\$11.50</b></p> <p>Electric Floor Lamps, with post having a pendant relief of ram's heads, with floral garlands. The base is in carved relief effect, with acanthus leaves, ivory or gold finish, with old blue relief. The lamp stands 66 inches high and has 1 light pull chain for electricity.</p>	<p><b>\$14.50</b></p> <p>Electric Floor Lamps made of solid mahogany. Massive carved 3 inch post, with heavy 12 inch base. Hand rubbed polished finish. The lamp stands 60 inches high and has 2 lights, pull chains. A wonderful value.</p>	<p><b>\$15.75</b></p> <p>Electric Floor Lamps with standard in gold finish. Carved effect relief of the Italian Renaissance. Base has 4 feet with leaf relief effect. The lamp stands 60 inches high and has 2 lights and pull chain for electricity.</p>
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## Extra Special! One Hundred \$18 Shades of Fine Silk at \$10

Exceptionally well made in both "drum" and Empire shapes. Wide assortment of desirable colors.

**Two Hundred Very Special \$7.50 Shades of Colored Silks at \$5.75**

GIMBELS—Fifth Floor.

## The Gimmel Jewelry Store

is an International Bazaar of the Finest Gifts of Precious Stones, Gold Jewelry, French Jewelry, world-famous Watches and Clocks, Sterling Silver and Silver-Plated Ware.

GIMBEL Prices Are Unequalled, GIMBEL Qualities Are Unsurpassed.

### Diamond Jewelry

Solitaire Rings, \$20 to \$635.  
Young Girls' Solitaire Rings, \$8.25 to \$25.  
Fancy Rings, clusters and other unique designs, \$38 to \$350.  
Three-Stone Diamond Rings, \$25 to \$875.  
Brooches, \$15 to \$775.  
Men's Diamond Rings, \$20 to \$415.  
Men's Scarf Pins, \$16.50 to \$150.  
Bar Pins, \$21 to \$285.  
Lorgnons, \$92 to \$175.  
La Vallieres, \$23.75 to \$450.  
Bracelets, \$22.50 to \$440.  
Bracelet Watches, \$400 to \$450.

### Mess Bags and Vanity Cases

Sterling Silver Mesh Bags, \$15 to \$100.  
Sterling Silver Mesh Purses, \$5.75 to \$13.50.  
German Silver Mesh Bags, \$2 to \$17.50. Purses, 50c to \$4.50.  
Gold-plated Vanity Cases, \$5 to \$21.50.  
Gold-plated Mesh Bags, \$9.50 to \$48.  
Sterling Silver Vanity Cases, \$4.50 to \$22.50.  
German Silver Vanity Cases, \$1.50 to \$3.50.

**\$3.50 Sterling Silver Lorgnons, \$2.75**

Also, a special purchase of Bar Pins, Brooches, Lace Pins and Earrings, combined with sapphire, amethyst and olive stones, set in sterling silver, at 25c and 50c; regularly 50c to \$1.

### Gifts for the Home

Pearl-Handled Knives, sterling silver ferrules and silver plated blades, \$10 dozen.  
White-Handled Knives, with steel blades, \$6 a dozen.  
Stag-Handled Carving Sets, sterling silver ferrules, \$5 to \$10.  
Chests of fine Plated Silver Knives, Forks and Spoons, 24 pieces, at \$10, to 45 pieces at \$47.50.

### Sheffield Plate Vegetable Dishes \$7.50.

Quadruple Plated Fruit Bowls, \$1.50 to \$12.  
Quadruple Plated Vegetable Dishes, \$7.50; Meat Dishes, \$8.50 to \$10.  
GIMBELS—Main Floor.

## French "Imperial Ivory" Toilet Articles for Gifts

Just from Paris, on the Rochambeau  
They are made expressly for GIMBEL BROTHERS by Dehamme-Deletré of Caugny, France, and are to be found

### At GIMBELS Only

Included are Combs, Brushes, Mirrors, Puff Boxes, Hair Receivers, and Boxes of various kinds from a Jar at 50c to a Mirror at \$8.75. Any one—or set—would make an ideal Christmas gift. Many women prefer these beautiful articles to real ivory, as they are more durable. The grain and beautiful finish are most pleasing; mellow in tone, its presence on any toilet table is an acquisition.

**Ten-Piece Boudoir Sets, \$22.50.** Monogrammed without charge, as illustrated.

**Three-Piece Comb, Brush and Mirror Set, \$10.** Monogrammed without charge, as illustrated.

**Five-Piece Manicure Set, \$5.** Monogrammed without charge, as illustrated.

**Military Brushes, Monogrammed without charge;** pair \$6.25.

**Hair Brushes, \$1.75.** Cold Cream Jars, 50c to \$2.50.

**Hair Brushes, \$2.50.** Pin Boxes, \$5.75.

**Cloth Brushes, \$2.50 to \$4.50.** Jewel Cases, \$5.

**Puff Boxes, \$4.50.** Combs, 65c to \$1.

**Hair Receivers, \$1.25 and \$4.50.** Mirrors, \$5.25 to \$8.75.

**Manicure Articles, 65c.** Glove Stretchers, \$1.50.

**Manicure Buffers, \$1.25.** Shoe Horns, \$1.25.

**GIMBELS—Main Floor.**

## Women's World-Famous \$2.50 Glove Silk Vests, \$1.95

This manufacturer of international note is making a clean-up before stock taking which made this remarkable drop in price on 2100 eyelet embroidered Vests; Silk tape around neck and arm holes, reinforced arm shield and shell pattern beading trims neck and sleeves. In pink, white and ciel blue.  
GIMBELS—Main Floor

## Art Needlework Gift Suggestions

**Lingerie Pillow Slips, \$1.**  
These daintily hand-embroidered, 12 by 16 inch slips have wide hemstitched hems; same style, 14 by 18 inches, embroidered in different designs, \$1.25.

**Linen and Cluny Lace Dresser Scarfs, \$4.50**  
Luxurious looking scarfs, 18 by 53 inches, with 2 to 3 inch hand-made Cluny lace edges.

**Linen and Cluny Lace Centrepieces, \$2.25**  
Linen center with 5½-inch Cluny lace edges.

**GIMBELS—Second Floor.**

## The Christmas Victrola Service Supreme!

Get your Christmas Victrola at GIMBELS

**A**ND big as our Holiday Victrola business is, it is not unexpected! We looked for it—planned for it.

**Most Extensive Preparations Were Made**  
Our stocks of Victrolas are thoroughly representative and ample enough to meet any demand.

**Convenient Payments and Quick Deliveries**  
Among the special offerings arranged for Christmas gift givers are the following.

<b>Victrola IX</b> 66.50 \$5 Cash \$5 Monthly Records amounting to \$10 may be selected, bringing the total to \$76.50, but not increasing the terms of payment.	<b>Victrola XI</b> \$100 \$5 Cash \$5 Monthly
<b>Victrola XIV</b> \$150 \$10 Cash \$10 Monthly Records amounting to \$25 may be selected, bringing the total to \$175, but not increasing the terms of payment.	<b>Victrola XVI</b> \$200 \$10 Cash \$10 Monthly Records amounting to \$25 may be selected, bringing the total to \$225, but not increasing the terms of payment.

## Gift Rugs for Christmas

**T**OMORROW we specialize in room sizes of Axminster Rugs. Never before have we been able to show such a beautiful selection of the most popular room size, 12x9 feet.

You will find here the blues which are so scarce owing to the shortage of dye stuffs; also the beautiful Kirman-shah, Sarouk, Ghorevan, Kazak and other Persian effects. The 9x12 one-piece rugs range from \$30 and \$33.50. The 9x12 seamed rugs, one piece, \$18.50 and \$25.

### Oriental Gift Rugs Low Priced

8.3 x 10.6 size.....\$22.50 and \$28.50  
6 x 9 size.....14.50 and 16.50  
4.6 x 6.6 size.....8.50

Every day we are told how beautiful our Oriental Rugs are, and how reasonably they are priced. What is a more beautiful present than a magnificent Kirman-shah Rug, whether it be a 3x5 ft. size at \$35; a 4x6 ft. size at \$75, or a magnificent carpet size approximately (9x12 ft.), anywhere from \$250 to \$475? We have them all here—choice pieces, not advanced in price owing to the scarcity. For those who want nice Sarouks, also, at prices averaging about the same as the Kirman-shahs.

Some of the best Kashan rugs in town (6x6 ft.), at \$165 and \$195, and room sizes at \$375 and \$750. GIMBELS—Sixth Floor.

## A Christmas Gift Sale of China

**W**E have chosen Dinner Sets to lead the announcement. Inexpensive as well as the finest services are included in an assortment as varied and with prices as attractive as during our most important events, which have characterized Gimbels as pre-eminently the Home of Dinner Ware.

**\$15.00 American Porcelain Dinner Sets—100 pieces;** attractive border designs.....At \$10

**\$37.50 Thin China Dinner Sets,** with color band borders between gold lines; handles are of coin gold.....\$25

**\$55 Fine Elite China Dinner Sets—108 pieces;** pink festoon border and coin gold borders.....At \$35

**\$125 to \$150 Rich Gold Engraved Dinner Sets,** from Sheb, Haviland and the Elite works.....At \$85 & \$95

**GIMBELS—Fifth Floor.**

## Lace Bed Spreads, Panels, & Curtains at Special Prices

**E**XTREMELY beautiful, yet practical, and a lasting reminder of the giver. Offered at prices due to fore-handing buying to great advantage before prices began to climb.

**Beautiful Hand-Made Lace Bed Spreads**  
In combinations of filet, cluny and embroidery in a variety of designs at \$23.25, \$30, \$35, \$40, \$45 and \$50.

**Bed Spreads, Renaissance and Marie Antoinette,** both in single and double sizes. Colors white and ecru. Usually \$8.00, now \$4.95.

**File Panels, regularly \$13 to \$16 to \$20 Lacet Arabian Curtains, specially priced at \$10.50 to \$14.**

**Dutch Curtains, in scrim; three pieces, with valance, in ivory and beige, at \$1.45, \$1.85, \$2.50, \$3.25 and \$3.50.**

**GIMBELS—Sixth Floor.**

## Household Linens as Gifts

**F**ULL-BLEACHED Irish Linen Satin Damask Table Cloths and Napkins, in several very attractive floral and striped designs.

70x70, \$2.50, \$3.50 and \$4.50.  
70x88, \$3, \$4.25 and \$5.75.  
70x106, \$3.50, \$5 and \$6.75.

Napkins to match, size 22x22, \$3, \$4 and \$5.50 dozen.

**ALL SETS WILL BE HANDSOMELY BOXED.**

### Satin Damask Sets Under Price

Sets consist of one cloth and one dozen napkins to match, neatly put up in boxes.

Size 63x63, \$5 set; Size 63x99, \$6 set; Size 66x86, \$6.50 set.

Size 63x81, \$5.50 set; Size 66x66, \$6 set; Size 66x104, \$7 set.

**Tea and Lunch Cloths**

36x36, \$1, \$1.25, \$1.50 and \$2 each.

45x45, \$2.50, \$3 and \$4.50 each.

54x54, \$2.75, \$3, \$3.50 and \$5 each.

**All-Linen Lace-Trimmed Scarfs**

Size 20x36, usually \$2.50, price \$1.75.

Size 20x45, usually \$2.75, price \$2.

Size 20x54, usually \$3, price \$2.25. GIMBELS—2d Floor.

## Fine Gift Furniture

**S**PECIALY selected from the "Efficiency" Sale of Furniture now in progress. Splendid suites and pieces, making ideal Christmas presents.

**Sample Davenport**—Specially priced, range from one, tufted and all-over upholstered in tapestry, at \$62.50, to one, all-over upholstered in blue striped velour, with spring cushions, \$190.